



# JOAO RODRIGUES

DESIGNER | DIGITAL MARKETEER |  
ECOMMERCE SPECIALIST | WEB DEVELOPER

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Lisboa, Portugal

## SKILLS

Web Design  
Design Thinking  
Hardworker  
Front End Coding  
Problem-Solving  
Computer Literacy  
Project Management Tools  
Strong Communication

## EDUCATION

**DESIGN BACHELOR'S DEGREE**  
Faculdade de Arquitectura - Universidade de Lisboa  
September 2011 - July 2016

**DIGITAL MARKETING PROFESSIONAL CERTIFICATE**  
MasterD  
January 2022 - January 2023

**ECOMMERCE MANAGEMENT PROFESSIONAL CERTIFICATE**  
MasterD  
February 2023 - Present

I am a professional designer qualified for graphic, communication, service, product and web design, with a professional certificate in digital marketing and another in ecommerce management. I have 5 years of experience running an ecommerce business of my own with a store I created in Shopify. Last but not least, I am a self taught programmer with proficiency in HTML, CSS, Javascript, React and Node JS.

## EDUCATION

### O **DESIGN BACHELOR'S DEGREE**

**Faculdade de Arquitectura - Universidade de Lisboa**

September 2011 - July 2016

Throughout my bachelor's degree, I delved into the foundational aspect of graphic, product, communication, service and web design.

Studying all the history and fundamentals of these disciplines, I undertook transformative projects such as crafting an entire brand from inception to execution by creating its logo, branding, identity, purpose and how to reflect its personality in all of its visual communication. I was also challenged to breath new life into existing companies by rebranding, remaking its logo and other graphic design applications, as well as creating new communication strategies.

One standout project that involved translating all of my design knowledge into reality was creating and building furniture, from the detailed intricacies of kitchenware design to the creation of an original wooden chair and complementary table. These projects not only expanded my creativity but also demanded all of my graphic and product design skills to bring its concept to fruition.

## ○ INDUSTRIAL DESIGN BACHELOR'S DEGREE

**Instituto de Ingenieria - Universidad de Malaga**

September 2014 - July 2015

I studied in Malaga for one year as part of the Erasmus program

As a result of miscommunication between my university in Portugal and the university of Malaga, I found myself studying industrial design, which I was not supposed to. The university of Lisbon accepted the translation of credits obtained by me in Malaga and this provided me the opportunity to study the relationship between design and engineering and the role of the designer in projects where the beautiful aesthetics are put aside to prioritize the practical, functional and safety aspect of complex machineries.

## ○ DIGITAL MARKETING PROFESSIONAL CERTIFICATE

**Master D**

January 2022 - January 2023

While completing this certificate, I learned how to:

- Create a marketing strategy
- Promote businesses, brands, companies and organizations through digital platforms
- Create a website with Wordpress
- Implement a professional and notorious presence in social media platforms like Facebook, Instagram, TikTok, Pinterest and Youtube, LinkedIn, etc.
- How to handle campaigns with Facebook, Youtube and Google Ads
- Optimize websites in order for them to show up in the first page of results in Google through strategies of SEO (Search Engine Optimization) and SEM (Search Engine Marketing).
- Create E-mail Marketing Campaigns
- Adapt a website to be displayed correctly in mobile through responsive design
- Find ways to profit through affiliate marketing
- Analyse search trends and adapt a marketing strategy accordingly



## ECOMMERCE MANAGER PROFESSIONAL CERTIFICATE

### Master D

February 2023 - Present

Currently, with this course I am learning how to:

- Create a online store (e-commerce)
- Learn about the legislations regarding e-commerce in Portugal
- Identify different methods of online payment
- Understand and implement fidelization strategies
- Comprehend the importance of logistics for an online store
- Define and implement digital marketing strategies for ecommerce businesses

## PROFESSIONAL EXPERIENCE

### NIGHTCLUB PROMOTER

#### Sala Gold

January 2015 - July 2015

During my one-year Erasmus experience in the south of Spain, I worked as a promoter for Sala Gold, the most famous nightclub in Malaga. Taking advantage of the fact that I was a foreign student living in a local university residency full of like-minded young students of which many were my friends, I created a long list of people that were perfect for the Sala Gold parties and every week I would bring them to the nightclub and receive a small commission for every entrance fee.

### CUSTOMER SUPPORT

#### Pluricall

October 2015 - February 2016

As a customer support representative at pluricall, my mission was to engage with clients who wanted to order products from the "Viva melhor" brand. While addressing the clients requests and filling all the information needed to complete the order, I would embrace the opportunity to create a meaningful connection with them by using a warmth but informative type of communication so the clients would feel not only heard but understood as well.

## ○ GRAPHIC + CONTENT WRITER

### **Rocail**

September 2016 - December 2016

I worked for a company called Rocail in a project for the Oeiras City Hall (Câmara Municipal de Oeiras). The project was a simple internal website meant to only be used by the City Hall personnel, where they would have their own profile with every professional information included in it and use it to organize teams, prepare events and monitor expenses more easily.

My job was to create simple graphic systems to explain to the workers how to navigate and use this website, what every tool was meant for, how to access every page, how to create a profile and everything else to do with this platform. Beside me handling all of the visual part of the system, I was also in charge of the verbal explanation, so I wrote every text making sure it was easily understood by everyone, always having in consideration the fact that there were workers of all ages, cultures, backgrounds and even foreigners. The language I used had to be simple, clear and concise.

## ○ MARKET STUDIES

### **Marktest**

January 2017 - March 2017

I was given access to a list of phone numbers included in the Marktest database and I would call each number and inquire the person on the receiving end of the call about various topics, from personal preferences regarding brands and phone operators to cultural opinions and even political views. These questions were not only created by Marktest but also provided by various brands and esteemed Portuguese institutions and together we were all able to form a concised and informative census of the Portuguese population, behavioural tendencies and feelings towards current topics and events, services and even laws. During every call I would make sure the client would feel comfortable answering every question, respected and even happy to talk by using a simple, fun and warmth style of communication.

○ **RODDINGSHOP (SHOPIFY STORE + AMAZON  
SELLER CENTRAL + ETSY + KDP)  
ECOMMERCE BUSINESS BRAND OWNER**

June 2017 - May 2022

In 2017 I discovered Print on Demand and decided to try my luck with this (at the time) new concept of not only making money but also to explore my creativity while crafting a diverse array of designs spanning a multitude of products, from printing original drawings and trendy quotes on clothing and stylish kitchen utensils to office materials. All of this was only possible with Shopify and one Dropshipping app in particular: Teelaunch, the company that provided me all the products for me to "draw" and modify before uploading them online.

As the sole architect of my online store, I had to handle every aspect of it by being the designer, marketer, strategist and customer service. Every aspect, from designing thousands of products to crafting thoughtful titles, descriptions, and engaging photographs, was handled by me. I even had to learn all about SEO analysis, created advertising campaigns, researched trending topics, tried new original ideas, managed orders and maintained direct communication with clients. In conclusion, I was the driving force behind my digital store with the exception of production, printing, packaging, and transportation, which was handled by Teelaunch.

Initially, I tried creating my own website, but at the time, I didn't know how to program and didn't know where to learn, so I changed strategies and decided to try selling my products in the most known marketplaces like Amazon, Ebay, Etsy, and Redbubble. With this shift in my strategy, success was almost immediate and I soon started to make money from this business model.

I was initially selling all types of products like I mentioned before, but soon realized there was one in particular that was selling way more than all the others: mugs. I then decided to focus solely on this product and that's when I was able to make a living from my online store. I then started to explore other websites and platforms and discovered KDP (Amazon Kindle Publishing), a print on demand platform focused on books, where I started crafting both the cover and interior designs for a range of books. This time, teelaunch was not involved, only me and Amazon.

My experience with ecommerce was beautiful and is something I am still passionate about, but unfortunately, in 2020, due to covid restrictions that directly affected Teelaunch and consequently all of their workers, like myself, I started to lose my customers. The new production prices, transportation costs and handling time made me lose a lot of customers and since then I never fully recovered the success I once had with my store.

## **BANK ACCOUNT CUSTOMER SUPPORT**

### **BANCO MONTEPIO GERAL**

March 2021 - December 2021

I started as a simple contact center worker who helped clients activate their debit and credit cards, cancel them if they got lost or robbed, inform about new campaigns, solve app issues and with problems where they would need somebody more experience in banking, I would transfer the call.

With time, I started to make my superiors satisfied with my work and talks about moving me to a more responsible position inside the company begun, but it was not until I received a call from a danish client who only spoke in english that it became a necessity. After I left the client satisfied, he then started to ask for my name everytime he called. This started to happen with foreign clients who only spoke in english or spanish.

After many clients started to right away ask to speak to me, I became responsible for every call made by a foreign client and that's when I had to learn about bank management to help these people in everything they needed. I then kept working as a contact center professional to portuguese clients but as a bank manager when helping foreign clients. I started to get access to all their bank accounts, all their financial and personal information, informing them about past transactions and payments, subscription updates and everything regarding their history with Banco Montepio.

## **SOFTWARE SKILLS AND OTHER**

Adobe Illustrator, Photoshop, inDesign, Premiere  
Microsoft Excel, Word  
Google Suite, Analytics, Adsense  
Facebook Ads  
Amazon Ads, Analytics, Seller Central Account Management  
Amazon KDP  
Wordpress  
Mailchimp  
Shopify  
HTML, CSS, Javascript, Git, React, Node JS

## **LANGUAGES**

Português - Native  
English - C2  
Español - C1

## **Driving License**

B, B1